



enjoy the show

**CY2015 MARKETING PLAN  
MISSOURI DIVISION OF TOURISM**

**FEBRUARY 2015**

## **INTRODUCTION**

As the official destination marketing organization charged with promoting Missouri as a leisure travel destination, the Missouri Division of Tourism (MDT) plans and implements a wide variety of marketing and strategic sales initiatives. Our goal is to deliver the right message, through the right medium, to the right audience, at the right time, in order to maximize the economic impact of travel to the Show-Me State.

The majority of MDT marketing efforts are focused on the domestic leisure traveler. Leisure travel is defined as one person on a trip away from home overnight in paid accommodations, or on a day or overnight trip to places 50 miles or more, one-way, away from home. Through extensive research, MDT has determined that women 25-54 who have traveled for leisure by car in the last twelve months represent the core target audience for the marketing campaign. While the campaign appeals broadly to all travelers – and niche campaigns may target specific audience segments and target markets – our target audience drives the most travel and represents the best opportunity for expanding incremental travel and overall tourism revenue.

The 2015 Marketing Plan is the strategic roadmap that will guide MDT's marketing campaign and has been designed to highlight the benefits that mean the most to the largest potential universe of customers. The goal is to implement a competitively funded program, and provide the required staffing and marketing resources to achieve success.

The Missouri Division of Tourism's marketing campaign focuses on enhancing the State's desirability as a visitor destination through proven marketing strategies and performance-based activities that demonstrate a positive ROI. Compelling campaign creative, efficient media planning, robust public relations programs and thoughtful research continue to be the cornerstones of MDT efforts to meet this main objective. Entering its third year, the Enjoy the Show campaign has been successful in these objectives.

## **ENJOY THE SHOW**

A new brand campaign for the state of Missouri was launched in 2013 – *Enjoy the Show*. Developed through consumer research and testing, the *Enjoy the Show* campaign highlights the variety of the tourism product in Missouri and equally supports the five main activity genres which make up that variety: Arts & Culture, Outdoor, Family Fun, Nightlife & Entertainment and Sports & Gaming.

The *Enjoy the Show* campaign met with great initial success, and that success continued in 2014. Incremental travel driven by the total campaign including repeat travelers grew to 1,218,692 trips and \$1,216,254,878 in incremental visitor spending.

## **THE FIRST THREE YEARS**

The arch of the *Enjoy the Show* campaign in the first three years can be summarized as Launch, Infrastructure and Expansion.

In 2013, the focus was on launching the brand and maximizing campaign awareness and impact. The campaign reinforced foundational campaign brand elements across Paid, Earned, Owned and Social channels.

In 2014, the campaign followed the recommendations of marketing and media effectiveness research and utilized many of the same foundational campaign elements with additional advertising created to support the campaign. At the same time, media markets and target audiences were re-examined and enhancements were made. Campaign attribution and reporting was increased and additional research efforts were made to better understand the target audience. The consumer journey was also put in place as a guiding principle to lead coordination of the marketing campaign channels and public relations efforts.

Now entering its third year, the focus is on campaign expansion. In 2015, the campaign will move into new markets and take advantage of new media opportunities. The creative campaign will begin earlier and run later in the year and new creative elements will be developed to keep the campaign fresh in the mind of the consumer.

## **MARKETING OBJECTIVES FOR 2015**

Based upon the Missouri Division of Tourism Strategic Plan, the marketing objectives for 2015 are designed to position Missouri to effectively compete for travel and tourism market share resulting in increased travel to the state and higher tourism revenue.

A strong Paid media mix with multiple touchpoints to reaching the consumer is vital to the success of Missouri tourism; however, it is the overlay and interaction of this Paid channel with the Earned, Owned and Social channels that maximize the state's ability to reach consumers at all phases of the consumer journey. Each of these four main channels, and the myriad of tactics within them, offer unique and specific ways to communicate with a potential traveler within their individual consumer journey.

In support of maximizing the economic impact of travel in the Show-Me State, the 2015 marketing objectives are:

**Objective 1)** Enhance the State's desirability as a visitor destination through a performance-based media plan that demonstrates a clear and positive ROI

**Objective 2)** Increase the impact of the *Enjoy the Show* campaign

**Objective 3)** Expand the strategy and offerings of cooperative marketing and identify new partnership opportunities

**Objective 4)** Increase awareness in and travel by the domestic group travel market

**Objective 5)** Increase awareness in and travel from key international markets

**Objective 6)** Increase traffic to Missouri Welcome Centers

**Objective 7)** Expand awareness of Missouri Film Office services among amateur and professional film, television and digital media industry

**OBJECTIVE 1: Enhance the State's desirability as a visitor destination through a performance-based media plan that demonstrates a clear and positive ROI**

**Strategy**

1. Continue to produce strong return on investment of MDT resources as measured by the 2015 Marketing & Media Effectiveness Study in terms of incremental visitation, incremental expenditures and overall ROI, as well as measures of brand awareness, perception and intent to travel that influence travel to Missouri
2. Lead the industry in focusing marketing efforts towards the goal of meeting or exceeding U.S. Travel Association's 2015 national leisure travel forecast of +1.6% growth and in terms of statewide visitation and expenditures as measured by the 2015 Economic Impact of Tourism Report by Tourism Economics

**Tactics**

- Maintain the general market share-of-voice

Continue to monitor advertising spend by medium in each of the key markets, in order to achieve and maintain a top three share-of-voice position among its competitors.

- Place integrated and targeted media in our identified markets

The advertising plan is designed to keep Missouri top-of-mind as a destination in priority and expansion markets and to drive our target audience to VisitMO.com for more information.

SMARI research results have shown us that advertising in multiple media is critical to achieving maximum effectiveness. A blend of the following advertising elements will be used to promote Missouri Tourism:

- Television
- Magazines
- Online Banner Ads (includes mobile and tablet)
- Online Video Ads
- Search Text Ads
- Out-of-Home Advertising (Billboards)

Target Audience: In 2013-2014, the target audience for media buying was Women 35-54, based upon an analysis of who requests Missouri travel information; data sources included the RUF Strategic Solutions MO traveler inquirer database, SMARI MO traveler data and the VisitMO Facebook fan profile. Given an increased media budget in fiscal year 2015, the target group has been expanded to Women 25-54.

MDT will ensure an advertising presence in **Priority markets**: Chicago, Louisville, and Memphis, as well as **Base markets**: Cedar Rapids-Waterloo & Dubuque; Champaign & Springfield-Decatur; Jonesboro; Oklahoma City; Omaha; Paducah-Cape Girardeau-Harrisburg-Mt. Vernon; Peoria-Bloomington; Quad Cities (Davenport-Rock Island-Moline); Sioux City; Terre Haute; and Topeka. We also continue to monitor **Spill markets** that are markets where we have previously run television including Des Moines-Ames; Ft. Smith-Fayetteville-Springdale-Rogers; Little Rock-Pine Bluff; Lincoln & Hastings-Kearney; Tulsa; and Wichita.

- Expand into new media markets – Cincinnati, Columbus, Dayton and Nashville

In addition to the Priority, Base and Spill markets outlined above, the expanded 2015 fiscal year budget supported the addition of four expansion markets in 2015: Nashville, TN and Cincinnati, Columbus and Dayton in Ohio. These markets were chosen based on where other DMOs are currently advertising, the geographic distance to Missouri, the competitive saturation and ability to enter the market as a top 3 tourism spender and the size of our target audience in the community.

- Expand marketing into shoulder seasons and launch Fall-focused advertising campaign

MDT runs advertising during peak travel planning times, with the majority of activity running in the spring and summer. In 2015, increased budget has allowed advertising to begin in March with television, digital and print advertising.

MDT will also launch a Fall-focused advertising campaign in August and promote travel into early November. This campaign will take advantage of Missouri's superior fall foliage and weekend escapes.

- Expand the marketing campaign to include sports partnerships as a new medium for reaching target audience

Sports partnerships in key Priority and Base markets represent a new avenue for reaching the target audience in 2015. MDT will be partnering with a number of franchises and sporting events in 2015 to raise awareness of the Enjoy the Show campaign and promote travel to Missouri.

## **OBJECTIVE 2: Increase the impact of the *Enjoy the Show* campaign**

### **Strategy**

1. Expand distribution of travel guides
2. Increase campaign attribution data
3. Enhance digital campaign conversions
4. Deepen integration of content strategy across marketing channels

## **Tactics**

- Expand social content and social media advertising integration

The importance of social media is ever-increasing, especially as an extension of efforts aimed at promoting the loyalty and advocacy of Missouri travelers. Placing paid media creative within social platforms for the purpose of growing the state's social communities and increasing engagement with those communities is a necessary effort to support greater word-of-mouth and share-of-voice.

- Expand distribution of travel guides

The official Missouri Travel Guide continues to be a powerful tool in converting travel to Missouri. To increase distribution, MDT will be polybagging the Travel Guide with location city magazines in the priority markets of Chicago and Louisville.

- Track and Analyze Campaign Referrals to VisitMO.com

One of the most important goals in 2015 is to expand our efforts in tagging and tracking referral sources to our owned channels and then using that attribution to better understand what types of content are most relevant to consumers based on where and how they reached Missouri tourism content.

The primary focus is VisitMO.com because it is the most advertised destination across our campaign. The goal is to understand as much as possible which source of information drove the consumer to VisitMO.com whether that is a paid advertisement – and specifically which ad – or a link from our social channels, blog, email or other media outlet.

VisitMO.com uses Google Analytics to gather data related to traffic and activity on the website. Using UTM codes within inbound links to VisitMO.com will allow Google Analytics to segment traffic to the website according to the inbound referral source, and then – as discussed later in this document – the aggregate activity and actions taken by consumers on VisitMO.com as grouped by referral source will provide a powerful set of data to help optimize the website and the content we create in the future.

- Develop complementary Search Engine Optimization and Search Engine Marketing strategies

Search Engine Optimization (SEO) and Search Engine Marketing (SEM), are the two components of driving consumers to VisitMO.com utilizing the results they see displayed when they use search engines to find content online. SEO is the process of optimizing the content – both visible and invisible within the code of the site – to be organically searched and indexed by search engines so that it naturally appears in the search results. SEM is the process of purchasing popular and/or relevant search keywords so that a search display ad appears in context of the rest of the organic search results.

Both SEO and SEM are built on understanding what keywords a consumer naturally thinks to use when looking for content and balancing that with what keywords and page structures search engines are technically looking for in order to display results. The combination of the two factors

leads to the search results which then need to utilize page names, links and copy to reinforce in the mind of the consumer that the information is relevant, valuable and trustworthy in order to generate a click. It is best summed up as the intent of the consumer, the requirements of the search engine and the projected credibility and validity of the search results to that original consumer intent.

Focusing on SEO and SEM strategy in 2015 requires an examination of content creation practices and aligning a strategy to best identify keywords within that content which can be highlighted in SEO and SEM. These two techniques should work seamlessly together both reinforcing strengths and finding ways to support each other, such as when organic search traffic is low and can benefit from paid SEM support or when organic optimization maintains placement for search terms which are cost prohibitive.

- Integrate editorial calendars to reflect a centralized publishing strategy across the State's Owned and Social channels

Editorial and publishing calendars representing email, social, paid social and blog content will be further integrated and optimized in order to facilitate long-term planning and short-term responsiveness to events, news stories and memes. This centralized editorial calendar will also assist in the communication of keyword opportunities back and forth between content creators and SEO and SEM program administrators.

- Identify, implement and report new website conversions

Tracking and analyzing campaign referrals and strengthening the frequency and relevance of displays in search through SEM and SEO are all focused on driving traffic to VisitMO.com. The focus on website conversions in 2015 is to identify specific actions or series of actions on VisitMO.com which represent what MDT believes to be the most valuable information for a consumer depending on which stage of the consumer journey they may be in at the time. For example, offering someone in a planning stage more information about events and attractions in the area they are visiting or giving someone in the advocacy stage greater capacity to create or share content.

The goal is to better track these type of content conversions – what types of content people interact with on the website – and then overlaying that information with the referral data to better understand how the message they received which drove them to the website affected the actions they took and the content they interacted with once they came to the website. This lays the groundwork to be able to inject more messages and more targeted messages in the future with more specific ROI measurement.

- Integrate the Spotlight Blog into VisitMO.com

Currently the consumer-facing Spotlight Blog is a separate site from VisitMO.com. While this provides a number of advantages in the short-term, the long-term advantages of integrating this content within VisitMO.com dictate that focus in 2015 needs to be placed on improving the navigation between these sites and developing a larger strategy for eventually combining this content.

- Expand Email & Customer Relationship Management Initiatives

MDT will continue the successful Email and CRM program that delivers targeted email messages to travelers who have requested information. The main objective of the email marketing campaign is to create and maintain on-going relationships with consumers who are interested in traveling to and within Missouri. Emails are crafted around interests that directly tie into the five activity buckets that are the cornerstone of the variety highlighted by the *Enjoy the Show* campaign.

In addition to targeted content appealing to travelers interests, MDT will continue to feature MDT social networks and special promotions in the eblast, allowing MDT to extend its reach socially.

The email marketing program has seen solid growth over the past few years (in 2014, MDT deployed over two million emails to consumers) and that success warrants expanded efforts in 2015. Key goals for 2015 include updates to the opt-in process, introduction of the ability to update preferences for active subscribers and adoption of current best practice in the opt-out process while still gathering valuable research information.

Growing the number of leads in the email marketing database continues to be a priority for the Division in 2015. MDT will employ several methods to harvest new leads:

- Continue successful paid media lead generation program
  - Include email sign-up component in all contests and promotions, including Facebook promotions
  - Offer email sign-up opportunity at the Missouri State Fair, Outdoor Recreation shows, and other consumer shows
  - Investigate opportunities to purchase qualified lists
  - Continue to use Missouri Welcome Centers as email address collection points
  - Test the use of email capture in banner ads
- Develop content and campaigns specifically targeting loyalty and advocacy within social media

Specifically because social media provides the platform for viral word of mouth, it is the predominant focus of marketing efforts aimed at inspiring and empowering loyalty and advocacy. MDT's social platforms are comprised of individuals who have opted in to receive communication from the state and who have chosen to engage directly with the marketing messages MDT produces.

MDT will cultivate a grassroots, creative/social-driven and people-oriented brand advocacy that inspires fans to share Missouri's *Enjoy the Show* message with their networks, increasing reach and engagement for the State's social media accounts.

### **OBJECTIVE 3: Expand the strategy and offerings of cooperative marketing and identify new partnership opportunities**

#### **Strategy**

1. Enhance the Promote Missouri Fund (PMF) with results from FY15
2. Maximize the impact of Missouri's marketing resources

#### **Tactics**

- Continue to fine-tune the Promote Missouri Fund

One of the most significant commitments to expanding strategic cooperative marketing and partnership in 2015 is tied to updates of MDT's cooperative marketing program, the Promote Missouri Fund (PMF). The PMF is designed to continue to provide matching grant funds to DMOs for approved leisure travel marketing while introducing two additional aspects of the program – Collective Marketing Initiatives (CMI) and Marketing Platform Development (MPD). CMIs are select media opportunities, negotiated by MDT with media partners and offered to DMOs and private tourism businesses. These CMI opportunities will allow the state tourism industry to stand together for greater collective benefit. MPDs are projects requiring a one-time grant of funds to support development of marketing collateral or research, which has multi-year benefit to the DMO.

Launching in FY15 (July 1, 2014), the PMF has also streamlined administration, making the application process easier. Full details of the PMF are included in the cooperative marketing guidelines.

- Pursue State Agency Partnerships

Another focus of partnership in 2015 will be identifying new cooperative marketing opportunities between state agencies. Through regular communication with these agencies, MDT hopes to identify marketing, tradeshow and public relations opportunities to pool resources and offer more unified messages to the consumer.

Missouri's broad offerings in outdoor recreation create a natural target audience in outdoor enthusiasts. With 87 state parks and historic sites, and more than 200,000 acres available to the public, the outdoor tourism product in the state is a highly relevant topic for the Missouri Division of Tourism to promote.

MDT will continue to work with Missouri State Parks, The Missouri Department of Conservation, the Missouri Department of Natural Resources, advocacy groups, and the private sector to stay current with the goals and missions of these organizations, and to effectively coordinate efforts to promote the state's outdoor assets.

In conjunction with marketing efforts mentioned above, MDT will:

- Work with Missouri State Parks on a joint presence at the Travel & Adventure Tradeshow in Chicago; the Omaha Boat, Sports & Travel Show; and other events of mutual interest in order to increase visitation from select states as determined in the MSP marketing plan

- Target outdoor travel writers and bloggers through earned media efforts in order to garner news articles and feature stories in outdoor-specific publications
- Feature state parks, conservation areas and outdoor recreation activities (hunting, fishing, hiking, biking, etc.) on VisitMO.com, within VisitMO social media channels, the Missouri Travel Guide, Missouri Tourism email blasts and MDT's general market advertising campaign
- Continue participation in MOPEP program with appropriate seasonal targeted messages for state parks (e.g. trout season and fishing in 1<sup>st</sup> quarter; golfing in 2<sup>nd</sup> quarter; fall foliage and hiking in 3<sup>rd</sup> quarter, etc.)

Similarly, Missouri's vast agricultural product offers many opportunities from farm visits, to u-pick operations and farmers markets to wine country getaways. As more and more people live in urban and suburban areas, their connections with the land become more distant and educational opportunities arise as well. MDT will continue to work collaboratively with agencies such as the Missouri Wine and Grape Board, and the Department of Agriculture's AgriMissouri as well as others to proactively promote these opportunities.

- Identify individuals who can represent the State either through the *Enjoy the Show* campaign or privately as influencers within their own networks

Highly regarded individuals in the Loyalty and Advocacy phase are some of the most powerful influencers on word of mouth. Identifying and working with these individuals not only expands the reach of the State's marketing, but provides added legitimacy as well.

In addition to identifying new individuals, MDT looks forward to:

- Continuing partnership with professional fisherman Scott Pauley in order to reach outdoor enthusiasts in their own environment. Pauley will continue to act as an outdoor recreation spokesperson on behalf of MDT to promote hunting and fishing
- Continuing to collaborate with well-known travel writer Tom Uhlenbrock to amplify the Missouri message. Uhlenbrock will contribute articles, blog entries and photos to help populate VisitMO.com, travel writer pitches, and news releases

- Pursue Private Sector Partnerships

In 2015 MDT will pursue opportunities for private sector partnership in a number of ways. This may include co-branded media placements with organizations whose goals and mission align with MDT. Another strategy is to seek prize and promotion administration for sweepstakes and contests from hotels, restaurants and attractions. Through this promotion strategy, all partners would contribute to co-branded paid media alongside messaging within their own social and owned channels. Finally, MDT will seek out potential merchandise opportunities for the *Enjoy the Show* brand as trademarks are finalized to provide MDT those rights.

## **OBJECTIVE 4: Increase awareness in and travel by the domestic group travel market**

### **Strategy**

1. Improve existing and develop new relationships with professional travel professionals in order to keep Missouri top of mind
2. Increase Missouri product being offered by professional travel planners to group travelers

### **Tactics**

- Pursue appropriate group travel marketing opportunities

The packaged travel market includes traditional group tours and affinity market trips such as student, reunion, bank travel clubs, religious travel groups and military groups. While the group market comprises a small percentage of visitation to the state, it remains a viable opportunity for the Division. Traditionally, MDT has targeted this segment through participation in shows that allowed interaction with professional travel planners, including group tour operators, receptives, group leaders and bank travel clubs. MDT's participation in these shows has particularly benefitted many of the state's smaller destinations that could not afford to attend on their budgets. MDT collects the leads from these planners and distributes them to its statewide constituents.

In 2015, MDT will continue to look for opportunities for more proactive outreach and follow up on existing relationships that have been developed through the years. MDT's contracted vendor will continue to attend shows and maintain state relationships with travel trade professionals.

Through MDT's new participation in Travel South, a cooperative marketing association comprised of 12 southern states promoting travel to the region, additional research in this market has become available, and those findings will assist in helping to grow this market. Other tactics will include:

- Participation in the American Bus Association convention being held in St. Louis in January 2015, including staffing a booth on the marketplace floor which will allow planners to stop by and pick up information or chat with tourism industry suppliers, and hosting two familiarizations trips to expose travel planners to Missouri's product. MDT also will look for opportunities to build on the momentum from the St. Louis convention at the following year's convention in Louisville, Kentucky. Missouri's membership in Travel South will allow the state's tourism industry to participate in the Domestic Showcase. For this first year, MDT is underwriting a portion of the DMO's registration in order to encourage participation and generate a large Missouri delegation. This new show will present Missouri in a regional context and provide suppliers with new opportunities to promote their product.
- MDT will continue to evaluate its participation in trade shows targeting group travel, such as ABA, NTA, OMCA, SYTA and other shows to determine which best suit the state's needs.
- Develop fresh, educational and fun travel itineraries
- Develop familiarization trips to expose professional travel planners to new tourism assets
- Plan sales missions to reach out to professional travel planners
- Maintain and update database of travel planners

- Develop regular communications to travel planners
- Develop, maintain and update group website and collateral materials
- Continue to update and augment the VisitMO.com page aimed at professional travel planners
- Continue to work with the Missouri tourism industry to host travel trade and group tour media site visits
- Continue regional partnerships to create marketing opportunities such as Grand Central USA, an organization comprised of Arkansas, Missouri, Oklahoma and Kansas

## **OBJECTIVE 5: Increase awareness in and travel from key international markets**

### **Strategy**

1. Utilize cooperative marketing programs to extend international marketing budget
2. Concentrate international marketing efforts in markets with a history of interest in and travel to Missouri, notably Canada, United Kingdom and Japan
3. Improve existing and develop new relationships with professional travel professionals in order to provide Missouri product for both FIT and group travelers

In 2015, MDT will continue partnerships with Brand USA (BUSA), Mississippi River Country (MRC) and Travel South USA (TSUSA) that will promote Missouri to international travelers.

As the nation's DMO, Brand USA's mission is to "encourage increased international visitation to the United States and to grow America's share of the global travel market." BUSA does this by providing cooperative marketing opportunities for states and other DMOs to collaboratively market. With a budget of approximately \$150 million, BUSA is getting the word out around the world that America is open for visiting. Through BUSA's program, MDT will partner on projects that will target Canada and the United Kingdom.

MRC, a consortium of the 10 states along the Mississippi River, focuses on the Japanese market and promotes the river, the Great River Road and the opportunities along this corridor for travelers to have a real American experience.

By joining Travel South in mid-2014, Missouri gained new opportunities to partner regionally and increase exposure to international travelers. TSUSA offers smaller marketplaces, with planners who are pre-qualified because of their interest in this region of the U.S.

In all cases, Missouri seeks to capture the attention of the frequent traveler who has been to the United States multiple times and is looking for the authentic American experience.

### **Tactics**

- Attend the U.S. Travel Association's IPW (formerly known as International PowWow), the US's largest international show bringing professional travel planners to the United States. Encourage Missouri destinations to participate to enhance the state's presence.

- Host a BUSA MegaFam for travel agents from the UK. These agents will be selected by BUSA based on their participation in an incentive campaign designed to encourage travel to and within the United States.
- Participate in the BUSA Culinary Initiative, which will include a two-page spread in a printed guide and a digital campaign, which includes a native advertising component through Outbrain, which will deliver 8,000 engagements. The guide will be printed in English and Japanese and other languages are scheduled to be added. BUSA will print 115,000 guides to be distributed through various events.
- Host a familiarization tour through Mississippi River Country (MRC) for Japanese travel writers in the fall.
- Participate, with Missouri industry partners, in Travel South's International Showcase.
- Offer partnerships to Missouri destination marketing organizations for other BUSA products, such as video production with native language speaker hosts.
- Continue to research new opportunities as they become available.
- Conduct sales missions with U.S.-based receptive operators to encourage them to include more Missouri product in their inventories.
- Participate in World Travel Market as part of the Travel South USA pavilion and encourage other Missouri destinations to consider participation as well.
- Explore opportunities to participate with the Visit USA Canada committee and the US Commercial service in the Canadian market.
- Use DED international offices in selected markets as a place to make information available; supply with Travel Guides.
- Explore student ambassador program for international students at state's universities

## **OBJECTIVE 6: Increase traffic to Missouri Welcome Centers**

### **Strategy**

1. Leverage Missouri marketing campaign – especially Owned and Social channels – to drive awareness of Welcome Center locations and services
2. Utilize Welcome Centers as key distribution point for *Enjoy the Show* campaign messaging and collateral

Missouri operates nine Official Welcome Centers – seven at entry points of the state and two along a major interstate crossing the state from St. Louis to Joplin at the Oklahoma border – which represent a key component of the Missouri's marketing infrastructure. Research shows that travelers who stop at one of Missouri's Welcome Centers extend their stay and have increased expenditures, making them highly desirable. However, more than half of those who

stop come from beyond our target markets and are not exposed to our messages. Therefore, the opportunity to grow our Welcome Center visitation is through promoting them to our target markets.

Those visitors most likely to stop at Welcome Centers are older travelers with higher incomes than our typical visitor. They are traveling without children, most likely giving them more flexibility in their itineraries. Promotions should be developed to encourage visitors to stop to refresh themselves in clean, safe environments. Our more targeted marketing, such as the e-blast program, could be an effective way to drive traffic into the centers. Additionally, the Welcome Center staff can be utilized to assist travelers with their planning through online channels. These staff members are uniquely situated to provide advice and feedback on travel plans through a concierge service.

Four of our Welcome Centers lay along the iconic Route 66, which also is a draw for international travelers. Enhanced promotion of Route 66 through Brand USA during 2015 may lead to increased travel and we want our center staff to be prepared to take advantage of that travel and direct those visitors to many other Missouri opportunities. MDT will look at ways to increase its Route 66 promotion.

### **Tactics**

- Include Welcome Centers along Route 66 in any public relations or social communications about the topic, including e-blasts. Create Route 66 collateral pieces – maps or brochures
- Investigate with MoDOT the possibility of adding Route 66 emblem to signage
- Plan press event around Welcome Centers during peak travel times, such as Memorial Day Weekend, National Tourism Week, Thanksgiving
- Work to increase collateral product in multiple languages
- Promote special events happening at centers through radio buys such as MOPEP or Learfield
- Implement social media plan for center promotion to include concierge service using staff
- Increase email address collection from center visitors through more promotion of the centers
- Explore collecting addresses electronically
- Evaluate/audit centers annually to ensure they are inviting so that visitors will stay and interact with staff

**OBJECTIVE 7: Expand awareness of Missouri Film Office services among the amateur and professional film, television and digital media industry**

**Strategy**

1. Leverage the success of projects produced in Missouri to attract new production
2. Target members of the entertainment industry at high profile events for maximum impact of marketing efforts
3. Grow Missouri Stories Fellowship awareness and increase number of applications

**Tactics**

- Promote Missouri Film Office at Film Festivals

Missouri is host to 14 annual film festivals, many of which have achieved international recognition including True / False Film Fest, Kansas City Filmfest, Citizen Jane Film Festival and St. Louis International Film Fest. Continuing a commitment to partner on the promotion of these festivals and outreach to film industry in attendance is a primary tactic for expanding the awareness of the Missouri Film Office.

- Expand participation in AFCI Locations Show

The AFCI Locations Show in Los Angeles is the premier event for promoting locations and services related to entertainment industry production. Leveraging Missouri's presence at the show will increase awareness of the benefits and advantages of filming in Missouri. The conference also serves as a platform for reaching out to native Missouri residents living and working in Los Angeles who can speak first-hand about the opportunities in the Show-Me State.

- Utilize events to maximize media coverage

Premieres and press conferences related to movies set or filmed in Missouri, such as *Gone Girl* filmed in Cape Girardeau, provide opportunities for public relations and social media efforts that capture attention and raise the profile of the state as a destination for the film industry.

- Develop new creative assets to promote the Missouri Film Office that take advantage of the *Enjoy the Show* campaign

The *Enjoy the Show* brand provides a template for refreshing the look and feel of the Missouri Film Office marketing materials in both consumer and business facing collateral. Establishing consistency in marketing assets will allow the Division of Tourism and the Film Office to mutually benefit from the awareness driven through both campaigns.